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Companies:	Binary Meetings Ltd, M2 Communications Ltd
Publication title:	M2 Presswire. Coventry: Mar 14, 2001. pg. 1
Source Type:	Wire feed
ProQuest document ID:	69618060
Text Word Count	669
Article URL:	http://gateway.proquest.com/openurl?url_ver=Z39.88-2004&res_dat=xri:pqd&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&genre=article&rft_dat=xri:pqd:did=00(

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is a valuable marketing communications resource. Because of this, your on-going relationship with the search engines needs to be effectively managed just like any other marketing communication channel. At the same time your publicly available content, including your brand name and other proprietary content, needs to be protected against misuse by competitors and others. The good news is that search engines and directories are getting bigger, better, more intelligent and more accurate. The bad news is that getting listed on these Search Engines is problematic. They are constantly evolving their submission criteria, reviewing their acceptance policies, and changing their search algorithms. This is a problem for any company, large or small, but it is a particular problem for small to medium sized companies who may not have the time, resources or skills, in-house, to optimize their search engine strategy. What is needed is a comprehensive service which will promote, position and protect your web site, making you visible but not vulnerable. This service is now available as a single, bundled service from Binary Meetings Ltd. (http:// www.binarymeetings.com) and The Press Release Network (http:// www.pressreleasenetwork.com) The service is offered in 6 stages: (a) Step 1: Domain visibility check - Software will visit your domain to determine its overall visibility to search engines, check navigability, usability, determine download times etc. A comprehensive report will be produced which will define any work needed to ensure the site is visible to search engines before step 3 is undertaken. (b) Step 2: Keyword research - Software will visit the web sites of companies with similar products or services, particularly those with the highest Search Engine visibility and determine the optimum keyword set. (c) Step 3: Submission to Search Engines - Automated Software will submit the URL to all the selected search engines, if necessary translating the submission details for search engines who require submissions in languages other than English. (d) Step 4: Ranking Analysis - Monthly ranking analysis will be undertaken to determine current position and movement up or down the ranking tables. (e) Step 5: Brand Monitoring - Automated software will monitor the **Search Engines** for **brand name** hijacking and unattributed use of corporate or brand property. (f) Step 6: Traffic Generation - 1 press release per month for 12 months, distributed to major international on-line and off-line media titles will generate newsflow to drive additional traffic to the site. Further information is available from Binary Meetings Ltd. who can be contacted on 01257 400 384 or visit their web site at http:// www.binarymeetings.com or from Press Release Network who can be contacted on 00 97150 644 9103 editor@pressreleasenetwork.com http:/ /www.pressreleasenetwork.com Binary Meetings Ltd. TSIC University of Ulster Northland Road, Londonderry, BT48 7JL, U.K. Tel +44 01257 400 384 Fax +44 01257 400 891 Email info@binarymeetings.com http:// www.binarymeetings.com ((M2 Communications Ltd disclaims all liability for information provided within M2 PressWIRE. Data supplied by named party/parties. Further information on M2 PressWIRE can be obtained at http://www.presswire.net on the world wide web. Inquiries to info@m2.com)).

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